IN THE CLAIMS:

A complete listing of the claims is set forth below. Please amend the claims as

follows:

1. (Currently Amended) A computer-implemented system for categorizing

product data in an electronic commerce transaction, the system comprising a data

association module operable to:

access a first product classification schema, the first schema comprising a

taxonomy comprising a hierarchy of classes for categorizing products, the first schema

further comprising ontologies associated with one or more of the classes, each ontology

comprising one or more product attributes;

access target data to be associated with the first schema, the target data

organized according to a second product classification schema;

determine one or more classes of the first schema with which at least a portion of

the target data is associated based on an automatic comparison, without translating the

target data from the second schema to the first schema, between the target data and

the product attributes of the ontologies of the first schema or between the target data

and values for one or more of the product attributes of the ontologies of the first

schema; and

associate the at least a portion of the target data with one or more classes of the

first schema in response to determining, based on the automatic comparison, the one or

more classes of the first schema with which the at least a portion of the target data is

associated: associated; and

store the values for one or more of the product attributes of the ontologies of the

first schema with which the target data is compared in the one or more seller databases.

Amendment Attorney Docket No. 020431.0843 Serial No. 09/895,525 Page 2 of 34 2. (Previously Presented) The system of Claim 1, wherein determining one

or more classes of the first schema with which the at least a portion of the target data is

associated comprises identifying a portion of the target data including the name or an

equivalent name of a product attribute included in the ontologies of these one or more

classes of the first schema.

3. (Previously Presented) The system of Claim 1, wherein determining one

or more classes of the first schema with which the at least a portion of the target data is

associated comprises identifying a portion of the target data including values that match

or are similar to values for a product attribute included in the ontologies of these one or

more classes of the first schema.

4. (Previously Presented) The system of Claim 1, wherein determining one

or more classes of the first schema with which the at least a portion of the target data is

associated comprises identifying a portion of the target data including a range of values

that matches or is similar to a range of values for a product attribute included in the

ontologies of these one or more classes of the first schema.

5. (Previously Presented) The system of Claim 1, wherein determining one

or more classes of the first schema with which the at least a portion of the target data is

associated comprises identifying a portion of the target data including symbols that

match or are similar to symbols associated with values for a product attribute included in

the ontologies of these one or more classes of the first schema.

Amendment Attorney Docket No. 020431.0843 Serial No. 09/895,525 Page 3 of 34 6. (Previously Presented) The system of Claim 1, wherein determining one

or more classes of the first schema with which the at least a portion of the target data is

associated comprises identifying a portion of the target data having formatting that

matches or is similar to formatting of values for a product attribute included in the

ontologies of these one or more classes of the first schema.

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7. (Previously Presented) The system of Claim 1, wherein determining one

or more classes of the first schema with which the at least a portion of the target data is

associated comprises using vector space analysis to identify multiple portions of the

target data including values that correspond to values for multiple product attributes

included in the ontologies of these one or more classes of the first schema.

8. (Previously Presented) The system of Claim 1, wherein determining one

or more classes of the first schema with which the at least a portion of the target data is

associated comprises using statistical correlation techniques to identify portions of the

target data including values that correspond to values for a product attribute included in

the ontologies of these one or more classes of the first schema.

9. (Currently Amended) The system of Claim 1, wherein the values for one

or more of the product attributes of the ontologies of the first schema with which the

target data is compared are stored in one or more seller databases, the values in the

seller databases being identified by one or more pointers associated with one or more

classes of the first schema.

- 10. (Previously Presented) The system of Claim 1, wherein associating the at least a portion of the target data with one or more classes of the first schema comprises associating one or more pointers to the target data with the one or more classes of the first schema.
- 11. (Previously Presented) The system of Claim 1, wherein associating the at least a portion of the target data with one or more classes of the first schema comprises associating one or more pointers to specific portions of the target data with one or more product attributes included in the ontology of the one or more classes of the first schema.

12. (Currently Amended) A computer-implemented method for categorizing

product data in an electronic commerce transaction, the method performed using a

computer system comprising one or more processing units and one or more memory

units, the method comprising:

using the computer system, accessing a first product classification schema, the

first schema comprising a taxonomy comprising a hierarchy of classes for categorizing

products, the first schema further comprising ontologies associated with one or more of

the classes, each ontology comprising one or more product attributes;

using the computer system, accessing target data to be associated with the first

schema, the target data organized according to a second product classification schema;

using the computer system, determining one or more classes of the first schema

with which at least a portion of the target data is associated based on an automatic

comparison, without translating the target data from the second schema to the first

schema, between the target data and the product attributes of the ontologies of the first

schema or between the target data and values for one or more of the product attributes

of the ontologies of the first schema; and

using the computer system, associating the at least a portion of the target data

with one or more classes of the first schema in response to determining, based on the

automatic comparison, the one or more classes of the first schema with which the at

least a portion of the target data is associated, associated; and

using the computer system, storing the values for one or more of the product

attributes of the ontologies of the first schema with which the target data is compared in

the one or more seller databases.

13. (Previously Presented) The method of Claim 12, wherein determining

one or more classes of the first schema with which the at least a portion of the target

data is associated comprises identifying a portion of the target data including the name

or an equivalent name of a product attribute included in the ontologies of these one or

more classes of the first schema.

Amendment Attorney Docket No. 020431.0843 Serial No. 09/895,525 14. (Previously Presented) The method of Claim 12, wherein determining

one or more classes of the first schema with which the at least a portion of the target

data is associated comprises identifying a portion of the target data including values that

match or are similar to values for a product attribute included in the ontologies of these

one or more classes of the first schema.

15. (Previously Presented) The method of Claim 12, wherein determining

one or more classes of the first schema with which the at least a portion of the target

data is associated comprises identifying a portion of the target data including a range of

values that matches or is similar to a range of values for a product attribute included in

the ontologies of these one or more classes of the first schema.

16. (Previously Presented) The method of Claim 12, wherein determining

one or more classes of the first schema with which the at least a portion of the target

data is associated comprises identifying a portion of the target data including symbols

that match or are similar to symbols associated with values for a product attribute

included in the ontologies of these one or more classes of the first schema.

17 (Previously Presented) The method of Claim 12, wherein determining

one or more classes of the first schema with which the at least a portion of the target

data is associated comprises identifying a portion of the target data having formatting

that matches or is similar to formatting of values for a product attribute included in the

ontologies of these one or more classes of the first schema.

18. (Previously Presented) The method of Claim 12, wherein determining

one or more classes of the first schema with which the at least a portion of the target

data is associated comprises using vector space analysis to identify multiple portions of

the target data including values that correspond to values for multiple product attributes

included in the ontologies of these one or more classes of the first schema.

19. (Previously Presented) The method of Claim 12, wherein determining

one or more classes of the first schema with which the at least a portion of the target

data is associated comprises using statistical correlation techniques to identify portions

of the target data including values that correspond to values for a product attribute

included in the ontologies of these one or more classes of the first schema.

20. (Previously Presented) The method of Claim 12, wherein the values for

one or more of the product attributes of the ontologies of the first schema with which the

target data is compared are stored in one or more seller databases, the values in the

seller databases being identified by one or more pointers associated with one or more

classes of the first schema.

21. (Previously Presented) The method of Claim 12, wherein associating the

at least a portion of the target data with one or more classes of the first schema

comprises associating one or more pointers to the target data with the one or more

classes of the first schema

22. (Previously Presented) The method of Claim 12, wherein associating the

at least a portion of the target data with one or more classes of the first schema

comprises associating one or more pointers to specific portions of the target data with

one or more product attributes included in the ontology of the one or more classes of

the first schema.

Amendment Attorney Docket No. 020431.0843 Serial No. 09/895,525 23. (Currently Amended) Software for categorizing product data in an

electronic commerce transaction, the software being embodied in a computer-readable

medium and when executed operable to:

access a first product classification schema, the first schema comprising a

taxonomy comprising a hierarchy of classes for categorizing products, the first schema

further comprising ontologies associated with one or more of the classes, each ontology

comprising one or more product attributes;

access target data to be associated with the first schema, the target data

organized according to a second product classification schema;

determine one or more classes of the first schema with which at least a portion of

the target data is associated based on an automatic comparison, without translating the

target data from the second schema to the first schema, between the target data and

the product attributes of the ontologies of the first schema or between the target data

and values for one or more of the product attributes of the ontologies of the first

schema; and

associate the at least a portion of the target data with one or more classes of the

first schema in response to determining, based on the automatic comparison, the one or

more classes of the first schema with which the at least a portion of the target data is

associated, associated; and

store the values for one or more of the product attributes of the ontologies of the

first schema with which the target data is compared in the one or more seller databases.

24. (Previously Presented) The software of Claim 23, wherein determining

one or more classes of the first schema with which the at least a portion of the target

data is associated comprises identifying a portion of the target data including the name

or an equivalent name of a product attribute included in the ontologies of these one or

more classes of the first schema.

Amendment Attorney Docket No. 020431.0843 Serial No. 09/895,525 Page 9 of 34 25. (Previously Presented) The software of Claim 23, wherein determining

one or more classes of the first schema with which the at least a portion of the target

data is associated comprises identifying a portion of the target data including values that

match or are similar to values for a product attribute included in the ontologies of these

one or more classes of the first schema.

26. (Previously Presented) The software of Claim 23, wherein determining

one or more classes of the first schema with which the at least a portion of the target

data is associated comprises identifying a portion of the target data including a range of

values that matches or is similar to a range of values for a product attribute included in

the ontologies of these one or more classes of the first schema.

27. (Previously Presented) The software of Claim 23, wherein determining

one or more classes of the first schema with which the at least a portion of the target

data is associated comprises identifying a portion of the target data including symbols

that match or are similar to symbols associated with values for a product attribute

included in the ontologies of these one or more classes of the first schema.

28. (Previously Presented) The software of Claim 23, wherein determining

one or more classes of the first schema with which the at least a portion of the target

data is associated comprises identifying a portion of the target data having formatting

that matches or is similar to formatting of values for a product attribute included in the

ontologies of these one or more classes of the first schema.

29. (Previously Presented) The software of Claim 23, wherein determining

one or more classes of the first schema with which the at least a portion of the target

data is associated comprises using vector space analysis to identify multiple portions of

the target data including values that correspond to values for multiple product attributes

included in the ontologies of these one or more classes of the first schema.

30. (Previously Presented) The software of Claim 23, wherein determining

one or more classes of the first schema with which the at least a portion of the target

data is associated comprises using statistical correlation techniques to identify portions

of the target data including values that correspond to values for a product attribute

included in the ontologies of these one or more classes of the first schema.

31. (Previously Presented) The software of Claim 23, wherein the values for

one or more of the product attributes of the ontologies of the first schema with which the

target data is compared are stored in one or more seller databases, the values in the

seller databases being identified by one or more pointers associated with one or more

classes of the first schema.

32. (Previously Presented) The software of Claim 23, wherein associating

the at least a portion of the target data with one or more classes of the first schema

comprises associating one or more pointers to the target data with the one or more

classes of the first schema

33. (Previously Presented) The software of Claim 23, wherein associating

the at least a portion of the target data with one or more classes of the first schema

comprises associating one or more pointers to specific portions of the target data with

one or more product attributes included in the ontology of the one or more classes of

the first schema.

34. (Currently Amended) A system for categorizing product data in an

electronic commerce transaction, the system comprising:

means for accessing a first product classification schema, the first schema

comprising a taxonomy comprising a hierarchy of classes for categorizing products, the

schema further comprising ontologies associated with one or more of the classes, each

ontology comprising one or more product attributes; means for accessing target data to

be associated with the first schema, the target data organized according to a second

product classification schema;

means for determining one or more classes of the first schema with which at

least a portion of the target data is associated based on an automatic comparison,

without translating the target data from the second schema to the first schema, between

the target data and the product attributes of the ontologies of the first schema or

between the target data and values for one or more of the product attributes of the

ontologies of the first schema; and

means for associating the at least a portion of the target data with one or more

classes of the first schema in response to determining, based on the automatic

comparison, the one or more classes of the first schema with which the at least a

portion of the target data is associated, associated; and

means for storing the values for one or more of the product attributes of the

ontologies of the first schema with which the target data is compared in the one or more

seller databases.

Amendment Attorney Docket No. 020431.0843 Serial No. 09/895,525 Page 12 of 34 35. (Currently Amended) A computer-implemented system for categorizing

product data in an electronic commerce transaction, the system comprising a data

association module operable to:

access a first product classification schema, the first schema comprising a

taxonomy comprising a hierarchy of classes for categorizing products, the first schema

further comprising ontologies associated with one or more of the classes, each ontology

comprising one or more product attributes;

access target data to be associated with the first schema, the target data

organized according to a second product classification schema;

determine one or more classes of the first schema with which at least a portion of

the target data is associated based on an automatic comparison, without translating the

target data from the second schema to the first schema, between the target data and

the product attributes of the ontologies of the first schema or between the target data

and values for one or more of the product attributes of the ontologies of the first

schema, the values being stored in one or more seller databases and identified by one

or more pointers associated with one or more classes of the first schema; and

associate the at least a portion of the target data with one or more classes of the

first schema in response to determining, based on the automatic comparison, the one or

more classes of the first schema with which the at least a portion of the target data is

associated, the target data being associated with the classes of the first schema using

one or more pointers to the target data, data; and

store the values for one or more of the product attributes of the ontologies of the

first schema with which the target data is compared in the one or more seller databases.

Amendment Attorney Docket No. 020431.0843 Serial No. 09/895,525 Page 13 of 34 36. (Currently Amended) A computer-implemented method for categorizing

product data in an electronic commerce transaction, the method performed using a

computer system comprising one or more processing units and one or more memory

units, the method comprising:

using the computer system, accessing a first product classification schema, the

first schema comprising a taxonomy comprising a hierarchy of classes for categorizing

products, the first schema further comprising ontologies associated with one or more of

the classes, each ontology comprising one or more product attributes;

using the computer system, accessing target data to be associated with the first

schema, the target data organized according to a second product classification schema;

using the computer system, determining one or more classes of the first schema

with which at least a portion of the target data is associated based on an automatic

comparison, without translating the target data from the second schema to the first

schema, between the target data and the product attributes of the ontologies of the first

schema or between the target data and values for one or more of the product attributes

of the ontologies of the first schema, the values being stored in one or more seller

databases and identified by one or more pointers associated with one or more classes

of the first-schema; and

using the computer system, associating the at least a portion of the target data

with one or more classes of the first schema in response to determining, based on the

automatic comparison, the one or more classes of the first schema with which the at

least a portion of the target data is associated, the target data being associated with the

classes of the first schema using one or more pointers to the target data. data; and

using the computer system, storing the values for one or more of the product

attributes of the ontologies of the first schema with which the target data is compared in

the one or more seller databases.

Amendment Attorney Docket No. 020431.0843 Serial No. 09/895,525 Page 14 of 34 37. (Previously Presented) Software for categorizing product data in an

electronic commerce transaction, the software being embodied in a computer-readable

medium and when executed operable to:

access a first product classification schema, the first schema comprising a

taxonomy comprising a hierarchy of classes for categorizing products, the first schema

further comprising ontologies associated with one or more of the classes, each ontology

comprising one or more product attributes;

access target data to be associated with the first schema, the target data

organized according to a second product classification schema;

determine one or more classes of the first schema with which at least a portion of

the target data is associated based on an automatic comparison, without translating the

target data from the second schema to the first schema, between the target data and

the product attributes of the ontologies of the first schema or between the target data

and values for one or more of the product attributes of the ontologies of the first

schema, the values being stored in one or more seller databases and identified by one

or more pointers associated with one or more classes of the first schema; and

associate the at least a portion of the target data with one or more classes of the

first schema in response to determining, based on the automatic comparison, the one or

more classes of the first schema with which at the least a portion of the target data is

associated, the target data being associated with the classes of the first schema using

one or more pointers to the target data: data; and

store the values for one or more of the product attributes of the ontologies of the

first schema with which the target data is compared in the one or more seller databases.

Amendment Attorney Docket No. 020431.0843 Serial No. 09/895,525 Page 15 of 34